

REMARKS

At the outset, the Examiner is thanked for the thorough review and consideration of the pending application. The Office Action dated August 15, 2008 has been received and its contents carefully reviewed.

Applicant appreciates and thanks the Examiner for the courtesies extended to Applicant's representatives during the November 26, 2008 personal interview with the Examiner. The substance of the interview is set forth below and constitutes the record of the interview.

By this Amendment, claims 1, 11, 22, and 27 are amended; claims 4, 20-21, 23-26, and 28-32 were previously canceled; and new claims 35-40 are added. No new matter has been added. For example, amendment to claims 1, 22, and 27 find support in the specification at page 4, lines 5-19 and Fig. 3. Newly added claims 35-40 find support at page 4, lines 20-24 and Fig. 3. Accordingly, claims 1-3, 5-19, 22, 27 and 33 -40 are pending. Reexamination and reconsideration of the pending claims is respectfully requested.

The Office Action rejects claim 11 under 35 U.S.C. § 112, second paragraph, as being indefinite. Claim 11 has been amended to obviate the rejection.

The Office Action rejects claims 1-3, 5-19, 22, 27, and 33-34 under 35 U.S.C. § 103(a) as being obvious over "Program and System Information Protocol for Terrestrial Broadcast and Cable" ("Doc. A/65") in view of U.S. Patent No. 6,526,577 to Knudson ("Knudson"). the rejection is respectfully traversed.

Claim 1 recites, among other things, parsing a first descriptor to identify at least a first field that contains at least one code associated with first graphic information to be displayed in an Electronic Program Guide (EPG) including a grid having a plurality of events on a display screen, the first graphic information being associated with a source of an event; and parsing a second descriptor to identify at least a second field that contains at least one code associated with second graphic information to be displayed in an event at the grid of the EPG, the second graphic information being directly associated with the event in the EPG, wherein a dimension of the event is configured not to change when the event is selected.

Claim 22 recites, among other things, generating a first descriptor including a first field that contains at least one code associated with first graphic information to be displayed in an Electronic Program Guide (EPG) including a grid having a plurality of events on a display screen, the first graphic information being associated with a source of an event; and generating a second descriptor including a second field that contains at least one code associated with second graphic information to be displayed in an event at the grid of the EPG, the second graphic information being directly associated with the event in the EPG, wherein a dimension of the event is configured not to change when the event is selected.

Claim 27 recites, among other things, recognizing a first descriptor within a first PSIP table, wherein the first descriptor includes a first field that contains at least one code associated with first graphic information to be displayed in an Electronic Program Guide (EPG) including a grid having a plurality of events on a display screen, the first graphic information being associated with a source of an event; and recognizing a second descriptor within a second PSIP table, the second descriptor including a second field that contains at least one code associated with second graphic information to be displayed in an event at the grid of the EPG, the second graphic information being directly associated with the event in the EPG, wherein a dimension of the event is configured not to change when the event is selected.

The Office Action at page 7 acknowledges that *Doc. A/65* does not explicitly disclose code associated with first graphic information to be displayed in EPG on a display screen, code associated with second graphic to be displayed in an event portion of the EPG, the second graphic information being directly associated with the event in the EPG. However, the Office Action alleges that *Knudson* cures the deficiency of *Doc. A/65*.

As discussed during the interview, the independent claims above require that graphic information be displayed in an event at the grid of the EPG, where the graphic information is directly associated with the event in the EPG. A careful reading of *Knudson* or a careful review of the figures of *Knudson* do not reveal the above-noted features of the claims. That is, nowhere does *Knudson* disclose or suggest the graphic information is displayed in an event at the grid of the EPG, where the graphic information is directly associated with the event in the EPG. See, for example, Figs. 5-11. *Knudson* does disclose displaying broadcaster logo in the EPG, but the broadcaster logo is not the claimed “second graphic information to be displayed in an event at

the grid of the EPG. Rather the broadcaster logo is the claimed “first graphic information being associated with a source of an event.”

Thus, claims 1, 22, and 27 recite patentable subject matter. The remaining claims are at least patentable by virtue of their dependency from the respective independent claims.

Further, new claims 35-40 recite subject matter that is either disclosed nor suggested *Doc. A/65* and *Knudson*.

The foregoing amendments place the application in condition for allowance and early, favorable action is respectfully solicited.

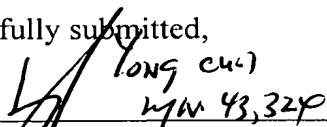
If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911. A duplicate copy of this sheet is enclosed.

Dated: **December 15, 2008**

Respectfully submitted,

By


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